



Press Release

MEDIA CONTACT:

Sabrina Cheung, Cigna International Markets
E: sabrina.cheung@cigna.com T: +852 2297 5178

Cigna to “Convert Hearts & Minds” with its 2019 Hong Kong Sevens Campaign

New influencer campaign encourages everyone to take control of their physical and emotional health and well-being

Hong Kong – March 5, 2019 - Cigna Hong Kong is marking its third year sponsoring the Hong Kong Sevens by running a holistic marketing campaign entitled “Converting Hearts & Minds” throughout the Hong Kong Sevens to promote the importance of supporting body and mind in gaining whole person health - through live consumer events, in-stadium activation, a Wellness Summit for Cigna guests, media relations, as well as digital and social media.

Underscoring the importance of perseverance and resilience in tackling life’s challenges, Cigna Hong Kong has, for the first time, engaged prominent local rugby players and an international rugby legend as partners for the campaign. Elite Hong Kong Rugby athletes and Cigna brand ambassadors, Salom Yiu Kam-shing and Chong Ka-yan are the face of the campaign, with Sir John Kirwan, world cup winning New Zealand All Black and former coach of Italy and Japan also supporting the campaign.

“As a global health services leader, Cigna is an advocate for whole person health – body and mind,” says Patrick Graham, Chief Disruption Officer, Cigna International Markets and CEO of Asia Pacific. “We want to accompany people on their journey to take control of their physical and emotional wellness needs so they can pursue well-being on their own terms. Science shows a strong connection between physical and emotional health. Perceived stress is a risk factor for illnesses like type 2 diabetes¹ and heart disease², and sleep loss can lead to increased risk of developing depression³. The Hong Kong Sevens is an ideal platform for us to “convert hearts and minds” about the benefits of living a balanced and healthy life.”

“Rugby and sport have been vital in helping me tackle life’s challenges and it has taught me how to be resilient,” says Yiu. “I understand the importance of physical fitness and preventive care measures such as making healthy lifestyle choices to reduce the risk of heart disease and other critical illnesses. I hope to inspire the public with this message ahead of the Sevens.”

Petite Chong Ka-yan agrees. “Women’s rugby is becoming an increasingly popular sport, but people are still surprised to learn that women want to play such a tough game. It’s important to me to be fit physically but emotionally as well. I hope to show people how mental wellness and resilience are just as critical as physical health to everyone, whatever their passion.”

Kirwan’s personal history and rugby career embodies the importance of maintaining physical and mental wellness. Kirwan was a key member of the All Blacks side that won the Rugby World Cup in 1987 and would go undefeated for four years. Having become a fixture in the All Blacks, he was one of the first modern athletes to open up about his struggles with depression. He will share his story with Cigna guests at the Cigna Wellness Summit on 4 April as well as Cigna employees at an internal company event ahead of the tournament.

"I am excited to support Cigna on its Converting Hearts & Minds campaign," says Kirwan. "The Sevens is one of the world's premier sporting events and I always enjoy visiting. The campaign messages about emotional wellness are very important to me and I look forward to sharing my story with the people of Hong Kong."

As part of its 'Converting Hearts and Minds' campaign, Cigna will host a community yoga event at the Sevens' Fanzone on March 31, where Yiu, Chong and popular local artist, Elanne Kong and her husband, Oscar Siu will put their flexibility to the test.

Fans will also see Salom Yiu Kam-shing and Chong Ka-yan on the giant diamond screen at the Stadium and on social media channels doing a 'job swap' to encourage hard-working Hong Kong people to take some time off to look after their own health and wellness needs. "It's all about giving someone you care about time off to take care of their health and well-being," said Patrick Graham.

The comprehensive campaign has also inspired a five-webisode campaign with popular digital platform, *TVMost*, which will send a special investigatory team to Fiji, the home of some of the best Sevens' players in the world, in search of the magic and joy behind Fijian Sevens.

Cigna has a history with sport around the world, including supporting athletics, baseball, softball and hockey in the U.S., the Dubai Park Runs in the UAE, sponsorship of the Cigna Saints Basketball team and the Cigna Round The Bay Marathon and Cigna Achilles Half Marathon in New Zealand. Cigna has supported the Cathay Pacific/HSBC Hong Kong Sevens since 2015, first as a Partner, and as Official Sponsor from 2017.

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About Cigna Hong Kong

Since 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journeys. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, and also offers tailored and packaged group medical insurance plans to local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs. For more details, please visit www.cigna.com.hk.

Cited Research

¹ Cleveland Clinic. (2018, October 12). Stress, Lack of Sleep Can Increase Your Risk of Developing Diabetes. Retrieved from <https://health.clevelandclinic.org/stress-lack-sleep-can-increase-riskdeveloping-diabetes/>

² Study unveils how stress may increase risk of heart disease and stroke. (2017, January 11). Retrieved from <http://www.sciencedaily.com/releases/2017/01/170111183921.htm>

³ "Sleep and Mental Health," Harvard Health Publishing, Last Updated: June 2018, https://www.health.harvard.edu/newsletter_article/sleep-and-mental-health